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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : David K. Gifford
Serial No. : 09/711,511
Filed : November 14, 2000
Title : DIGITAL ACTIVE ADVERTISING

Commissioner for Patents
Washington, D.C. 20231

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INFORMATION DISCLOSURE STATEMENT

Applicant submits the reference listed on the attached form PTO-1449, a copy of which is enclosed.

The relevance of the non-English-language reference as presently understood by the undersigned is explained in the enclosed English-language abstract of the non-English-language reference and the enclosed copy of a communication from the Japanese Patent Office in a counterpart application (the communication also cites Shavit, U.S. 4,799,156, already of record, and a Japanese version of the Davies et al. article, already of record).

This statement is being filed before receipt of a final Office action or a Notice of Allowance. I, the undersigned, hereby certify that each item of information contained in this statement was cited in a communication from a foreign patent office in a counterpart foreign application, the communication being dated April 2, 2001, which is not more than three months prior to the filing of this statement. Please apply any charges or credits to Deposit Account No. 06-1050.

Respectfully submitted,

Date: July 2, 2001

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